IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Grason	Examiner:	Tran, Nghi
Serial No.:	09/985,867	Group Art Unit:	2151
Filed:	November 6, 2001	Docket No.:	20009.0111US01/01111
Title:	SYSTEM AND METHOD FOR DISTRIBUTING NEWS ARTICLES AND OTHER INFORMATION IN AN ORGANIZATION		

APPEAL BRIEF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This Appeal Brief is being filed in response to a Notice of Panel Decision from Pre-Appeal Brief Review mailed September 17, 2007. Reconsideration and allowance of the application is respectfully requested for at least the following reasons.

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Real Party In Interest

The Appellant and real party in interest concerning the instant application is AT&T Delaware Intellectual Property, Inc. which is the recent successor in interest to AT&T BLS Intellectual Property, Inc. which was the successor in interest to Bellsouth Intellectual Property Corporation. of Wilmington, Delaware, the assignee of record.

Related Appeals and Interfaces

None.

Status of the Claims

Claims 1, 2, 5-12, 15-18, 22-31, 34-37 and 40-44 are currently pending and have been rejected in the Final Office Action mailed December 5, 2006. Claims 3, 4, 13, 14, 19-21, 32, 33, 38, 39, 45, and 46 were cancelled in previous responses without prejudice or disclaimer. Independent claims 1, 8, 15, 22, 29, 35 and 42 and their dependents 2, 5-7, 9-12, 16-18, 23-28, 30, 31, 34, 36, 37, 40, 41, 43, and 44 are presently under appeal herein below.

Status of Amendments

None.

Summary of Claimed Subject Matter

The instant application presents subject matter that relates to distributing news articles or other information to readers. (Spec. ¶ 0001). Specifically, claims of the present application are directed to subject matter relating to the rendering of such news articles by utilizing three different files, a file that locates a selected news story file and a file that instructs as to how the news story file is to be rendered.

Independent claim 1 recites a system for distributing one or more news stories to a reader. The system comprises a computer accessible to the reader (Spec. ¶ 0032), the computer having a display device viewable by the reader; a web browser executing on the computer (Spec. ¶ 0058), the web browser having a graphical user interface; and a list of titles corresponding to the one or more news stories (Spec. ¶ 0058), the list appearing as a portion of a web page in the graphical user interface. The system further comprises a selection device used by the reader to select one of the news stories to view and a news story rendering application executing on the computer (Spec. ¶ 0059). The news story rendering application uses an RSS file to render a separate news story data file from a subscriber web site (Spec. ¶ 0071) which displays a link to a reader selected one of the news stories and without the reader being transferred to a news vendor web site (Spec. ¶ 0028, 0071). The news story data file contains a reader selected one of the news stories and resides on the subscriber web site (Spec. ¶ 0071), and the RSS file contains a directory listing which identifies a name of a rendering file used by the news story rendering application to locate the selected news story (Spec. ¶ 0069). The name of the rendering file is the same as a name of the news story data file (Spec. ¶ 0070), and the rendering file instructs the web browser how to display data in the graphical user interface (Spec. ¶ 0071). The news story data file is rendered so that it is viewable in the graphical user interface in accordance with the instructions in the news story rendering file and the data in the news story data file (Spec. ¶ 0071).

Independent claim 8 recites a method for distributing one or more news stories to a reader. The method comprises displaying a list of titles to a reader in a web browser executing on a computer accessible to the prospective reader and accepting a selection of one of the news stories for rendering to the reader (Spec. ¶ 0062, 0063). The method

further involves identifying an RSS file comprising rendering information for the selected news story (Spec. ¶ 0071), the rendering information including a link to a rendering file (Spec. ¶ 0067, 0071), the link including a directory listing to the rendering file (Spec. ¶ 0071). The method further involves determining the location of a data file comprising news story data for the selected news story from the rendering information (Spec. ¶ 0071). Additionally, the method involves rendering the news story of the data file to the reader in the web browser from a subscriber web site which displays a link to the selected news story (Spec. ¶ 0058, 0063) and without the reader being transferred to a news vendor website (Spec. ¶ 0028, 0071), in accordance with the rendering file using the news story data, wherein the data file resides on the subscriber web site (Spec. ¶ 0071).

Independent claim 15 recites a system for distributing news and other information in an information data file. The system comprises a first computer having a first display on which the information data file is created (Spec. ¶ 0030); a holding area into which the information is stored prior to being approved for roll out (Spec. ¶ 0030); a staging area into which the information data file is stored after being approved for roll out (Spec. ¶ 0030); and a news feed area into which the information data file is stored after roll out (Spec. ¶ 0031). The system further comprises a second computer having a second display that executes a web browser (Spec. ¶ 0032, 0058), the web browser having a link to an RSS link data file (Spec. ¶ 0071), the RSS link data file comprising a link to a view file (Spec. ¶ 0069), the view file comprising rendering instructions for rendering the information data file on the second display (Spec. ¶ 0071). Additionally, the system comprises an application executing on the second computer, the application comprising means for determining a location of the information data file from the RSS link data file (Spec. ¶ 0067, 0069) and means for rendering the information data file on the second display in accordance with the rendering instructions (Spec. ¶ 0071), wherein the application uses the RSS link data file to render the information data file from a subscriber website without the second computer being transferred to a news vendor website (Spec. ¶ 0028, 0071). The information data file resides on the subscriber web site (Spec. ¶ 0071), the RSS link data file contains a directory listing which identifies a name of the view file (Spec. ¶ 0069), the view file is used by the application to locate the information data file (Spec. ¶ 0070, 0071), and the name of the view file is the same as a name of the information data file (Spec. ¶

0070).

Independent claim 22 recites a method for distributing news and other information in an information data file. The method comprises creating the information data file (Spec. ¶ 0030); storing the information data file in a holding area (Spec. ¶ 0030); obtaining approval for the information data file (Spec. ¶ 0034, 0035); transferring the information data file to a staging area (Spec. ¶ 0030); rolling out the information data file to a news feed area (Spec. ¶ 0031), along with a view file comprising rendering instructions (Spec. ¶ 0035); and storing a link to the view file in an RSS link data file (Spec. ¶ 0067). The method further comprises determining a location of the information data file from information contained in the RSS link data file (Spec. ¶ 0067, 0069). Additionally, the method comprises rendering the information data file on a computer display in accordance with the rendering file using the news story data (Spec. ¶ 0071), wherein the RSS link data file contains a directory listing which identifies a name of the view file (Spec. ¶ 0069), wherein the view file is used to locate the information data file (Spec. ¶ 0067, 0069), and wherein the name of the view file is the same as a name of the information data file (Spec. ¶ 0070).

Independent claim 29 recites a system for distributing information that includes means for creating an information data file comprising the information (Spec. ¶ 0030); means for storing the information data file in a holding area prior to approval (Spec. ¶ 0030); means for transferring the information data file to a staging area prior to roll out (Spec. ¶ 0030); means for rolling out the information data file (Spec. ¶ 0031); means for storing the information data file in a news feed area after approval (Spec. ¶ 0031); and means for creating a view file comprising rendering data for rendering the information data file (Spec. ¶ 0035). The system further comprises means for creating an RSS link data file comprising a link to the view file (Spec. ¶ 0069), wherein the RSS link data file contains a directory listing which identifies a name of the view file (Spec. ¶ 0069), wherein the view file is used to locate the information data file (Spec. ¶ 0069), and wherein the name of the view file is the same as a name of the information data file (Spec. ¶ 0070).

Independent claim 35 recites a system for creating and distributing news stories. The system comprises a vendor web site having a vendor computer for creating and

editing a news story and storing a news story data file comprising text of the news story along with a view file comprising rendering instructions for rendering the news story data file (Spec. ¶ 0030, 0031, and 0035). The system comprises a subscriber web site having a subscriber computer to which the news story data file and the view file are transferred and which displays a link to the news story (Spec. ¶ 0031, 0036). The system further comprises a reader computer on which a web browser is executing for displaying a title of the news story to a reader and allowing the reader to select the news story (Spec. ¶ 0032, 0058) and comprising means for rendering the news story to the reader from the subscriber web site (Spec. ¶ 0071). The reader computer further comprises an application for determining a location of the news story data file from information in an RSS link data file (Spec. ¶ 0067, 0069), accessing the news story data file (Spec. ¶ 0071), and rendering the news story data file to a reader (Spec. ¶ 0071).

Independent claim 42 recites a computer readable medium containing instructions that when executed by a processor perform acts that comprise displaying a list of titles to a reader in a web browser on a computer accessible to a prospective reader (Spec. ¶ 0058); accepting a selection of one of the news stories for rendering to the reader (Spec. ¶ 0059); and identifying an RSS file comprising rendering information for the selected news story (Spec. ¶ 0067, 0071), the rendering information including a link to a rendering file (Spec. ¶ 0069). The acts further comprise determining the location of a data file comprising news story data for the selected news story from the rendering information (Spec. ¶ 0067, 0069), wherein the name of the rendering file is the same as a name of the data file (Spec. ¶ 0070). Additionally, the acts comprise rendering the news story of the data file to the reader in the web browser from a subscriber web site which displays a link to the selected news story (Spec. ¶ 000035, 0071) and without the reader being transferred to a news vendor web site (Spec. ¶ 0028), in accordance with the rendering file using the news story data (Spec. ¶ 0071), wherein the data file contains the selected news story and resides on the subscriber web site (Spec. ¶ 0071), and wherein the RSS file contains a directory listing which identifies a name of the rendering file (Spec. ¶ 0069).

Grounds of Rejection to be Reviewed On Appeal

Whether independent claims 1, 8, 15, 22, 29, 34, and 42 are unpatentable under U.S.C. 35 §103(a) over *Parks* (U.S. Patent 6,596,031, hereinafter "Parks") in view of Dave (Scripting News 2.0b1, hereinafter "Dave").

Argument

A prima facie case for obviousness has not been established under 35 U.S.C. 103(a) over U.S. Patent No. 6,596,031 ("Parks") in view of Dave Winder, "Scripting News 2.0b1" ("Dave")

In rejecting claims under 35 U.S.C. §103 the Examiner bears the initial burden of presenting a prima facie case of obviousness. In re Rijckaert, 9 F.3d 1531, 1532, 28 USPQ2d 1955, 1956 (Fed. Cir. 1993); In re Oetiker, 977 F.2d 1443, 1445, 24 USPQ2d 1443, 1444 (Fed. Cir. 1992). Only if that burden is met does the burden of production shift to the applicant. Id. If the examiner fails to establish a prima facie case, the rejection is improper and should be reversed. In re Fine, 837 F.2d 1071, 1074, 5 USPQ2d 1596, 1598 (Fed. Cir. 1988).

To establish a prima facie case of obviousness there must exist … some teaching or suggestion of each of the claim limitations. (See, MPEP §2143). The Appellant respectfully asserts that the combination of Parks and Dave fails to teach or suggest each and every claim element. In Re Royka, 490 F.2d. 981, 180 USPQ 580 (CCPA 1974).

1. Parks in view of Dave fails to disclose the three different files of the claims and the associated actions

Each of the independent claims, 1, 8, 15, 22, 29, 35, and 42, of the current application include recitations to three different files. For claims 1, 8, and 42, the files include an RSS file, a news story data file, and a rendering file. For claims 15, 22, 29, and 35, the files include an RSS link data file, a view file, and a data file. The RSS file (or RSS link data file), identifies a rendering file (or view file), and this rendering or view file then specifies how to locate and render a display of the news story data file (or data file). As repeatedly argued by Applicants, Parks fails to disclose all of these files as claimed and Dave fails to do so as well such that the combination fails to meet all of the claim recitations.

The Office Action has included a citation to parser 224 and col. 19, lines 4-5 of Parks as well as figs. 2A-D, col. 6, line 57 – col. 8, line 65. The Office Action concedes that the RSS file (or RSS link data file) is missing and provides no reason why an RSS file that links to a rendering file should be included, considering that the rendering file is not the news story data file. Further, the Office Action makes no attempt to point out where each of the claim elements can be found, and in particular, makes no attempt to point out which is the rendering file (or view file), and which is the news story data file (or data file). There is also no attempt by the Office Action to point out these files in the Dave reference except a general statement that Dave uses RSS files. Applicants assert that the Office Actions that have relied on Parks, alone or in combination with other references, have not meet the Examiner's burden of pointing out where the claim elements are present within the references.

a. Parks in view of Dave fails to disclose an RSS file (or RSS link data file)

As noted above, the Office Action concedes that Parks fails to disclose an RSS file (or RSS link data file, both of which are hereinafter referred to as RSS file). There is merely a general statement regarding the use of RSS files in Dave. Applicants assert that Dave fails to disclose RSS files as explicitly recited in all independent claims except claim 35. As explicitly claimed in all independents but claim 35, the RSS file contains a directory listing to a rendering file (or view file), where the rendering file provides instructions for displaying a news story data file, as opposed to containing the news story content contained by the news story data file.

Dave merely discloses the typical RSS usage including links to news vendor web site articles. There is no disclosure in Dave of the RSS file containing a directory listing of rendering files (or view files), where such files are those which contain instructions for rendering a news story data file. To the contrary, the RSS links of Dave are merely links to content files themselves, not to rendering files (or view files).

Thus, the combination of Parks in view of Dave fails to render at least independent claims 1, 8, 15, 22, 29, 35, and 42 for at least these reasons.

b. Parks in view of Dave fails to disclose a view file (or rendering file)

Furthermore, Parks simply does not disclose the rendering files (or view files) as recited in all of the independent claims including claim 35. Parks refers to an NSML document, a news story markup language document. Parks refers to a definition type document that is used to check usage of items and identifiers within the NSML document but is not disclosed as being for instructing on how to render the NSML document. Furthermore, Parks refers to the display of the NSML document and the conversion of the NSML document to an HTML document. As has been conceded, the NSML document is not an RSS file. The NSML document is also not a rendering file because the rendering file (or view file) as claimed instructs as to how a news story data file is to be rendered, and the NSML does not instruct as to how another content file is to be rendered. For purposes of this argument and without conceding this point to be true, the NSML file is at best an example of a news story data file in a markup format that is rendered on the basis of it being a markup format, rather than the NSML being an RSS file or a rendering file as claimed. The NSML file cannot account for all three files as recited in the claims. Thus, Parks fails to disclose the recited files of these claims.

Dave also fails to account for this deficiency of Parks. While Dave refers to scripting to be used in place of RSS files, Dave does not disclose these rendering files (or view files) either. At best, Dave discloses that RSS files exist and are inferior to his scripting methodology. Dave fails to disclose a rendering file separate from both an RSS file and a news story data file such that this deficiency of Parks is not addressed by Dave. To the contrary, it would appear that with the links selectable in the RSS file or NewsScripting file shown in Dave, the target of the link is displayed in a conventional manner such as an HTML web page. There is no disclosure that the links of the RSS file in Dave point to a rendering file that instructs as to how to view an entirely separate content file, but it would appear that the links point to the content file itself which is displayed without the need for a rendering file.

Thus, the combination of Parks in view of Dave fails to render at least independent claims 1, 8, 15, 22, 29, 35, and 42 for at least these reasons.

Because the combination of Parks and Dave fail to disclose all of the claim recitations for at least these several independent and cumulative reasons, the rejections based on the combination of Parks and Dave for all claims fails as well.

2. Parks in view of Dave fails to disclose rendering from a subscriber website without being transferred to a news vendor web site

In rejecting claims 1, 8, 15, and 42, Applicants again mention that the final Office Action has quoted the claim language as it stood prior to the amendment that immediately preceded the final Office Action. Furthermore, there is no other point in the Office Action, including the section providing a response to Applicant's latest arguments, where the Office Action addresses the claim recitations regarding the rendering of the news story data file without being transferred to a news vendor web site as recited in claims 1, 8, 15, and 42. It would appear that the Examiner may have chosen not to address that claim language in view of the section 112 rejection of it, although the 112 rejection was immediately overcome by pointing to paragraph 0028, which the response that introduced these amendments had already referenced in support of this language. Therefore, the 112 rejection and the failure to consider this claim language appears to have been an error in the final Office Action. These claim recitations are addressed for the first time in the Advisory Action with reference to Dave, after the Applicant had specifically argued this claim language in relation to the newly cited Dave reference in the after final response filed on March 5, 2007.

Initially, it should be noted that the Advisory Action fails to address the stated deficiencies of Parks regarding the RSS and rendering/view files and concludes that the after final arguments presented by Applicants fail simply because Dave allegedly discloses rendering of the news story data file without being transferred to a news vendor web site. However, even if Dave did disclose such recitations regarding the rendering without being transferred, the fact that Parks still has the several other deficiencies regarding the three separate files as discussed above that are not cured by Dave would still dictate that the rejection based on the combination of Parks and Dave fails.

Applicants therefore object to the Advisory Action's conclusion that the arguments were not persuasive based merely on the stated disclosure of Dave regarding syndication while failing to address these several additional deficiencies of Parks. The Advisory Action simply did not address all of the points made by the after final response including those discussed in the preceding section of this paper.

Furthermore, Applicants contend that Dave fails to disclose rendering of the news story data file from the subscriber website without being transferred to a news vendor web site. Applicants make this assertion because Dave merely refers to items of the scripting or RSS output as having a typical RSS format that includes links that contain a URL to access other pages, presumably the full news article being referenced by the RSS file. Dave does not describe that the URL is anything other than the typical news vendor web site that is the source of the news article such that clicking the link to access the URL would result in visiting the news vendor web site that is the source of the news article, which is directly contrary to the language of the claims of the present application. To conclude otherwise requires one to consider the teachings of the present application such as those at paragraph 0028, which is application of impermissible hindsight.

For purposes of the following argument only and without conceding the correctness of this point, if it is assumed that Dave does disclose links whose URL points to the same web site from which the RSS file having the links has originated, then there is still no disclosure of a subscriber website and a news vendor web site pertaining to the news story being rendered. Reading the claims of the present application as a whole and in light of the specification, the subscriber website is present because it has obtained information from the news vendor website such that the news content can be rendered for the reader from the subscriber website. Hence, the claim recites that the news story is rendered without the reader being transferred to the news vendor website and these claim recitations are given meaning on the basis of this subscriber and vendor relationship.

Dave does not disclose both a subscriber web site and a vendor web site pertaining to a particular news story, and for that matter, does not disclose a subscriber web site at all. To the extent it may be assumed, for purposes of this argument only, that Dave does disclose a link of the RSS file that points to the web page from which the RSS file is accessed, then there is no disclosure of any news vendor web site to subscriber web

site relationship where the RSS file is pointing to the news content of the subscriber site that has originated from a vendor web site. In this case, there is no notion of a subscriber web site because the content has originated from the web site that would have otherwise been considered to be the subscriber web site rather than originating from a separate vendor web site. To the extent one views Dave in the sense of conventional RSS usage where the link of the RSS file points to a vendor web site, then the news content is not being rendered from a subscriber site as is claimed but is instead being rendered from the news vendor web site upon the reader being redirected thereto in response to selecting the link. Thus, in either case, Dave fails to address these recitations regarding rendering from a subscriber web site without being transferred to a vendor web site.

Thus, because Parks and Dave both fail to disclose these recitations, the combination of Parks and Dave fails to meet all of the claim recitations of claims 1, 8, 15, and 42 for at least these additional and independent reasons.

Conclusion

As discussed above, the Examiner has failed to establish that each and every claim element has not been described by the current set of references. As such, a prima facie case of obviousness has not been established

Therefore, since a prima facie case of obviousness has not been established, independent claims 1, 8, 15, 22, 29, 35, 42 and their respective dependent claims are allowable over the combination of Park and Dave for at least these reasons.

No fees are believed due beyond the fee for this Appeal Brief. However, please charge any additional fees or credit any overpayment to Deposit Account No. 50-3025.

Respectfully submitted,

November 16, 2007

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Claims Appendix

1. A system for distributing one or more news stories to a reader, comprising:

a computer accessible to the reader, the computer having a display device viewable by the reader;

a web browser executing on the computer, the web browser having a graphical user interface;

a list of titles corresponding to the one or more news stories, the list appearing as a portion of a web page in the graphical user interface;

a selection device used by the reader to select one of the news stories to view;

a news story rendering application executing on the computer that uses an RSS file to render a separate news story data file from a subscriber web site which displays a link to a reader selected one of the news stories and without the reader being transferred to a news vendor web site, wherein the news story data file contains a reader selected one of the news stories and resides on the subscriber web site, wherein the RSS file contains a directory listing which identifies a name of a rendering file used by the news story rendering application to locate the selected news story, wherein the name of the rendering file is the same as a name of the news story data file, wherein the rendering file instructs the web browser how to display data in the graphical user interface, and wherein the news story data file is rendered so that it is viewable in the graphical user interface in accordance with the instructions in the news story rendering file and the data in the news story data file.

2. The system recited in claim 1, further comprising an authoring tool for generating the news story.

3-4. (Canceled)

5. The system recited in claim 1, wherein the RSS file comprises a plurality of directory listings identifying a plurality of news story rendering files, each news story rendering file associated with a news story data file that can be obtained from information about the news story rendering file.

6. The system recited in claim 1, further comprising a web-based authoring tool for allowing a contributor to generate a news story.

7. The system recited in claim 6, wherein the authoring tool comprises one or more formatting buttons.

8. A method for distributing one or more news stories to a reader, comprising the steps of:

displaying a list of titles to a reader in a web browser executing on a computer accessible to the prospective reader;

accepting a selection of one of the news stories for rendering to the reader;

identifying an RSS file comprising rendering information for the selected news story, the rendering information including a link to a rendering file, the link including a directory listing to the rendering file;

determining the location of a data file comprising news story data for the selected

news story from the rendering information; and

rendering the news story of the data file to the reader in the web browser from a subscriber web site which displays a link to the selected news story and without the reader being transferred to a news vendor website, in accordance with the rendering file using the news story data, wherein the data file resides on the subscriber web site.

9. The method recited in claim 8, wherein the step of determining the location of the data file comprises the step of determining the location of the data file using a file name of the rendering file.

10. The method recited in claim 8, further comprising the step of creating a news story using an authoring tool.

11. The method recited in claim 10, further comprising the step of formatting text of the created news story.

12. The method recited in claim 8, further comprising the step of generating a rendering file in conformance with JSP view files.

13-14. (Canceled)

15. A system for distributing news and other information in an information data file, comprising:

a first computer having a first display on which the information data file is created;

a holding area into which the information is stored prior to being approved for roll out;

a staging area into which the information data file is stored after being approved for roll out;

a news feed area into which the information data file is stored after roll out;

a second computer having a second display that executes a web browser, the web browser having a link to an RSS link data file, the RSS link data file comprising a link to a view file, the view file comprising rendering instructions for rendering the information data file on the second display; and

an application executing on the second computer, the application comprising means for determining a location of the information data file from the RSS link data file and means for rendering the information data file on the second display in accordance with the rendering instructions, wherein the application uses the RSS link data file to render the information data file from a subscriber website without the second computer being transferred to a news vendor website, wherein the information data file resides on the subscriber web site, wherein the RSS link data file contains a directory listing which identifies a name of the view file, wherein the view file is used by the application to locate the information data file, and wherein the name of the view file is the same as a name of the information data file.

16. The system recited in claim 15, further comprising an authoring tool for creating

the information data file.

17. The system recited in claim 16, wherein the authoring tool comprises text formatting.

18. The system recited in claim 16, wherein the authoring tool comprises means to create a link from entered text

19-21. (Cancelled)

22. A method for distributing news and other information in an information data file, comprising the steps of:

creating the information data file;

storing the information data file in a holding area;

obtaining approval for the information data file;

transferring the information data file to a staging area;

rolling out the information data file to a news feed area, along with a view file comprising rendering instructions;

storing a link to the view file in an RSS link data file;

determining a location of the information data file from information contained in the RSS link data file; and

rendering the information data file on a computer display in accordance with the rendering file using the news story data, wherein the RSS link data file contains a

directory listing which identifies a name of the view file, wherein the view file is used to locate the information data file, and wherein the name of the view file is the same as a name of the information data file.

23. The method recited in claim 22, further comprising the step of editing the information data file prior to approval.

24. The method recited in claim 22, further comprising the step of formatting at least a portion of text contained in the information data file.

25. The method recited in claim 22, further comprising the step of determining the location of the information data file using the link of the view file.

26. The method recited in claim 22, further comprising the step of rolling the information data file out over a computer network.

27. The method recited in claim 22, further comprising the step of making the view file XML-compliant.

28. The method recited in claim 27, further comprising the step of making the view file RSS compliant.

29. A system for distributing information, comprising:

means for creating an information data file comprising the information;

means for storing the information data file in a holding area prior to approval;

means for transferring the information data file to a staging area prior to roll out;

means for rolling out the information data file;

means for storing the information data file in a news feed area after approval;

means for creating a view file comprising rendering data for rendering the information data file; and

means for creating an RSS link data file comprising a link to the view file, wherein the RSS link data file contains a directory listing which identifies a name of the view file, wherein the view file is used to locate the information data file, and wherein the name of the view file is the same as a name of the information data file.

30. The system recited in claim 29, further comprising means for editing the information data file.

31. The system recited in claim 29, further comprising means for formatting text in the information data file.

32-33. (Canceled)

34. The system recited in claim 29, further comprising means for extracting and rendering a predetermined number of sentences from the information data file.

35. A system for creating and distributing news stories, comprising:

a vendor web site having a vendor computer for creating and editing a news story and storing a news story data file comprising text of the news story along with a view file comprising rendering instructions for rendering the news story data file;

a subscriber web site having a subscriber computer to which the news story data file and the view file are transferred and which displays a link to the news story,

a reader computer on which a web browser is executing for displaying a title of the news story to a reader and allowing the reader to select the news story and comprising means for rendering the news story to the reader from the subscriber web site, the reader computer further comprising an application for determining a location of the news story data file from information in an RSS link data file, accessing the news story data file and rendering the news story data file to a reader.

36. The system recited in claim 31, further comprising an authoring tool for creating the news story data file.

37. The system recited in claim 36, further comprising text formatting buttons for formatting at least a portion of text of the news story data file.

38-39. (Canceled)

40. The system recited in claim 35, wherein the application extracts and renders a predetermined number of sentences of the news story data file.

41. The system recited in claim 29, further comprising:

means for determining a location of the information data file from information contained in the link data file; and

means for rendering the information data file on a computer display in accordance with the rendering instructions.

42. A computer readable medium containing instructions that when executed by a processor perform acts comprising:

displaying a list of titles to a reader in a web browser on a computer accessible to a prospective reader;

accepting a selection of one of the news stories for rendering to the reader;

identifying an RSS file comprising rendering information for the selected news story, the rendering information including a link to a rendering file;

determining the location of a data file comprising news story data for the selected news story from the rendering information, wherein the name of the rendering file is the same as a name of the data file; and

rendering the news story of the data file to the reader in the web browser from a subscriber web site which displays a link to the selected news story and without the

reader being transferred to a news vendor web site, in accordance with the rendering file using the news story data, wherein the data file contains the selected news story and resides on the subscriber web site, and wherein the RSS file contains a directory listing which identifies a name of the rendering file.

43. The computer readable medium recited in claim 42, wherein the acts further comprise providing an authoring tool and receiving input via the authoring tool to create a news story.

44. The computer readable medium recited in claim 43, wherein the acts further comprise formatting text of the created news story.

45-46. (Cancelled)

Evidence Appendix

None.

Related Proceedings Appendix

None.